

Enabling Digital Mindset for a Leading Chemical Manufacturer through Change Management

Client Overview

The client is a leading manufacturer of sophisticated chemicals used in personal care, agriculture, and healthcare, serving customers worldwide with manufacturing in the US. The client was recently acquired from a large organization by a private equity firm and was looking at a transformation journey with S/4HANA Implementation.

Client Objectives

YASH was selected as its strategic partner in its S/4 HANA transformation journey. YASH Biz NeXT team was involved in facilitating adoption through organizational change management and training interventions. The following challenges are expected to be addressed

- Shifting the employee mindset from manual to a 'Digital' way of working
- Increasing the awareness of the significance of organizational change management in driving user adoption
- Basic organizational change management activities carried out by the in-house team have not been able to address
 - Lower business adoption
 - Ineffective training
- Synergy is required with the key business stakeholders

Change Transformation Journey

- Set up an 'Executive-driven Change Management Office.'
- Developed and implemented a strategic communication campaign to create awareness via:
 - Townhalls
 - Face2Face sessions, Transformation roadshows
 - Comic Strips to easily explain the changes and benefits for each persona.
 - Emails and other S/4HANA cadence meetings
- Created a Transformation portal as a One-stop Shop for employees to understand and appreciate the transformation journey and the benefits brought about by the same
- Revised and refined the Train the Trainer approach, plan, content, and delivery based on stakeholder feedback from effectiveness measurement surveys

Outcomes

- Achieved successful shift of the employees towards a digital mindset
- Achieved >95% awareness of transformation initiatives
- 100% coverage of end-user upskilling
- >90% reduction of time spent in project communications
- One-stop transformation portal to engage the employees right from the launch

For more information contact YASH today at info@yash.com or visit www.yash.com